

2002

DEPARTMENT OF TOURISM

LAND INFORMATION PLAN

(Pursuant to s. 16.967 (6), Wis. Stats.)

April 2002

I. EXECUTIVE SUMMARY

- A. Agency: Department of Tourism
- B. Agency contact person: Julia Hertel, Technology Director, jhertel@travelwisconsin.com or 608/266-9974
- C. Summary: the Department of Tourism uses mapping and address verification software to assist in the promotion of Wisconsin and information delivery to our customers. Currently, the only mapping the department uses is on it's main Web site - www.travelwisconsin.com The Department of Tourism intends to add additional mapping feature to it's Web site in the coming fiscal year. The Department already utilizes Mapquest software on the Web site and recently geocoded its database using Centrus software in order to enhance geographic referencing on the site (ie. "find nearby" property searches.) The Department uses Centrus to verify addresses of our customers, as well as to geocode the product data. Via its hosting contractor Destination Marketing Group, it currently outsources to MapQuest for maps and may use other sources in the future. Additional state and recreational maps on our Web site are produced by our graphic designer and are not intended to be official GIS/LIS maps.

II. THE FIVE TECHNOLOGY ARCHITECTURES

A. Applications Architecture

- 1. Major applications that which incorporate land information or GIS/LIS at tourism are address geocoding and web mapping services.
- 2. Major GIS/LIS applications interfaces that Tourism has developed are MapQuest maps integrated with our product database and address verification within our customer publication fulfillment application.

B. Information Architecture

1. The land information data sets currently used within our agency are tourism properties, events and organizations located in Wisconsin.
 - We can provide this information in a variety of formats and methods depending on how much associated data is requested.
 - We collect the geographical data via file imports and data entry via an Extranet application available to designated local and statewide tourism organizations and some state agencies such as DNR and Wisconsin Historical Society.
2. We do not develop geospatial metadata.
3. <http://www.travelwisconsin.com> is Tourism's Web site that offers metadata or land information.
4. Metadata collection and maintenance will remain the same.

C. Technology Architecture

The agency's approach to GIS technology implementation:

- We are currently using Map Quest software to display maps for travel items on our Web site. We are currently researching other Web mapping software to enhance our current Web mapping, including Smart Map, MapInfo, and others.
- We use Centrus address geocoding software to address verify our customers for publication orders and direct mail efforts.

D. Organizational Architecture

1. We do not plan on training our staff on GIS/LIS because we outsource the development work on mapping applications.

E. Security Architecture

1. Policy or statutory provisions related to privacy, cost recovery, liability, legal disclaimers, copyright or licensing related to land information, mapping, data distribution, usage, and the Internet. Address any open records laws issues that relate to the data distribution needs of the agency.
 - **Content and Information Disclaimer**

Content and information contained in this site has been compiled by the Wisconsin Department of Tourism, based on data submitted directly from local tourism promotion agencies and business entities. While every effort is made to ensure the accuracy of this information, all data is subject to change without notice. Travelers are advised to contact individual businesses or organizations to obtain information to their satisfaction before traveling. The Department does not endorse or recommend any specific facility or organization contained in this site. Links to third-party websites are provided as a convenience to users; the Department does not control or endorse their content.

- Statutory language protecting customer address information:

41.11(4m)(a) Notwithstanding [s. 19.35](#), the department may refuse to reveal names, addresses and related demographic information maintained on any list that the department has compiled of persons who have requested information about travel opportunities in the state. The department may not refuse to reveal such information to representatives of the news media.